

**PATENT**

Serial No.: 09/690,677

Docket No. 28150.10

Customer No. 000027683

**Listing of Claims**

The following listing of claims will replace all prior versions, and listings, of claims in the application.

1. (Previously presented) A method performed by a computer system, comprising:  
storing a first version of a mass-produced printed paper, the first version including first displayable content at a particular location within the paper; and  
translating the first version into a second version of the paper in a manner that replaces the first displayable content with second displayable content at the particular location within the paper, the second version including the second displayable content instead of the first displayable content at the particular location within the paper, and the second version being displayable on a display device as a likeness of the paper with the second displayable content instead of the first displayable content at the particular location within the paper.
2. (Previously presented) The method of Claim 1 wherein the translating comprises:  
translating the first version into the second version, wherein the first displayable content is a first advertisement, and the second displayable content is a second advertisement.
3. (Previously presented) The method of Claim 2 wherein the translating comprises:  
translating the first version into the second version, wherein the first advertisement is a national advertisement, and the second advertisement is a regional advertisement.

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4. (Previously presented) The method of Claim 1 wherein the translating comprises:  
translating the first version into the second version in a manner that replaces the first displayable content with the second displayable content in response to a user profile.
5. (Original) The method of Claim 1 and comprising:  
compressing the second version.
6. (Original) The method of Claim 1 and comprising:  
encrypting the second version.
7. (Previously presented) A system, comprising:  
a computing device for:  
storing a first version of a mass-produced printed paper, the first version including first displayable content at a particular location within the paper; and  
translating the first version into a second version of the paper in a manner that replaces the first displayable content with second displayable content at the particular location within the paper, the second version including the second displayable content instead of the first displayable content at the particular location within the paper, and the second version being displayable on a display device as a likeness of the paper with the second displayable content instead of the first displayable content at the particular location within the paper.
8. (Previously presented) The system of Claim 7 wherein the first displayable content is a first advertisement, and the second displayable content is a second advertisement.
9. (Original) The system of Claim 8 wherein the first advertisement is a national advertisement, and the second advertisement is a regional advertisement.

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10. (Previously presented) The system of Claim 7 wherein the computing device is for:

translating the first version into the second version in a manner that replaces the first displayable content with the second displayable content in response to a user profile.

11. (Original) The system of Claim 7 wherein the computing device is for: compressing the second version.

12. (Original) The system of Claim 7 wherein the computing device is for: encrypting the second version.

13. (Currently amended) A computer-readable medium-computer program product, comprising:

a computer program processable by a computer system for causing the computer system to:

store a first version of a mass-produced printed paper, the first version including first displayable content at a particular location within the paper; and

translate the first version into a second version of the paper in a manner that replaces the first displayable content with second displayable content at the particular location within the paper, the second version including the second displayable content instead of the first displayable content at the particular location within the paper, and the second version being displayable on a display device as a likeness of the paper with the second displayable content instead of the first displayable content at the particular location within the paper; and

~~an apparatus from which the computer program is accessible by the computer system.~~

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14. (Currently amended) The ~~computer-readable medium-computer program~~ product of Claim 13 wherein the first displayable content is a first advertisement, and the second displayable content is a second advertisement.

15. (Currently amended) The ~~computer-readable medium-computer program~~ product of Claim 14 wherein the first advertisement is a national advertisement, and the second advertisement is a regional advertisement.

16. (Currently amended) The ~~computer-readable medium-computer program~~ product of Claim 13 wherein the computer program is processable by the computer system for causing the computer system to:

~~translate~~ ~~translating~~ the first version into the second version in a manner that replaces the first displayable content with the second displayable content in response to a user profile.

17. (Currently amended) The ~~computer-readable medium-computer program~~ product of Claim 13 wherein the computer program is processable by the computer system for causing the computer system to:

compress the second version.

18. (Currently amended) The ~~computer-readable medium-computer program~~ product of Claim 13 wherein the computer program is processable by the computer system for causing the computer system to:

encrypt the second version.

19. (Previously presented) The method of Claim 1 wherein the translating comprises:

translating the first version into the second version, the first version having a first digital format, and the second version having a second digital format.

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20. (Currently amended) The system method of Claim 7 wherein the first version has a first digital format, and the second version has a second digital format.

21. (Currently amended) The computer-readable medium method of Claim 13 wherein the first version has a first digital format, and the second version has a second digital format.